

DOCUMENT RESUME

ED 246 263

CE 039 310

AUTHOR Mattleman, Marciene S.
TITLE Mayor's Commission on Literacy in Philadelphia. Final Narrative/Report.
INSTITUTION Philadelphia Mayor's Commission on Literacy, PA.
SPONS AGENCY Pennsylvania State Dept. of Education, Harrisburg. Div. of Adult and Continuing Education.
PUB DATE 23 Aug 84
NOTE 18p.
PUB TYPE Reports - Descriptive (141)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Adult Basic Education; *Adult Literacy; Adult Programs; Agency Cooperation; Consortia; *Coordination; *Illiteracy; Information Networks; Institutional Cooperation; Literacy Education; Networks; Planning Commissions; *Tutors; Urban Programs; *Volunteers; Volunteer Training

IDENTIFIERS 310 Project; *Pennsylvania (Philadelphia)

ABSTRACT

The Mayor's Commission on Literacy in Philadelphia was created to mount a large-scale literacy effort throughout the city that would significantly increase the number of individuals receiving services through volunteer tutor involvement. A strategic plan for a citywide, largely volunteer literacy effort was developed reflecting coordination with existing institutions and organizations in providing cost-effective services to adults in need of basic skills. In-kind contributions enabled many activities sponsored by the Commission, e.g., promotion, tutor training, data collection, and development of a resource directory. Staff support was provided through the hiring of an executive director and an administrative assistant. Project activities included recruitment of tutors; tutor training workshops; evaluation of adults and matching them with programs or tutors; development of a resource directory of service providers; and establishment of an information, referral, and technical assistance network for existing programs and newly emerging centers. (YLB)

* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *

FINAL NARRATIVE/REPORT

Mayor's Commission on Literacy in Philadelphia

SUBMITTED BY:

**Marciene S. Mattleman, Ed.D.
Executive Director
Mayor's Commission on Literacy
City of Philadelphia**

DATE:

August 23, 1984

GRANTOR:

**Department of Education
Bureau of Vocational Education
Division of Adult and Continuing
Education
Harrisburg, Pennsylvania 17108**

GRANTEE:

**Mayor's Commission on Literacy in
Philadelphia
Room 702, City Hall Annex
Philadelphia, Pennsylvania 19107**

**PROJECT NUMBER:
98-4029**

DISSEMINATED THROUGH:

**Advance
ERIC**

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

This document has been reproduced as
received from the person or organization
originating it.
Minor changes have been made to improve
reproduction quality.

- Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

"PERMISSION TO REPRODUCE THIS
MATERIAL HAS BEEN GRANTED BY

BEN

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC)."

The activity or product which is the subject of this report or presentation was supported in whole or in part by the United States Office of Education and the Pennsylvania Department of Education. However, the opinions expressed herein do not necessarily reflect the positions or policy of the United States Office of Education or the Pennsylvania Department of Education and no official endorsement should be inferred.

TABLE OF CONTENTS

ABSTRACT

INTRODUCTION 2

DISCUSSION OF OBJECTIVES..... 4

EVALUATION 11

CONCLUSION AND RECOMMENDATIONS 13

APPENDICES

APPENDIX A - THREE YEAR FUNDING PROPOSAL

APPENDIX B - LETTER FROM COMMISSION CHAIRPERSON

ADDENDUM

RESOURCE DIRECTORY

ABSTRACT FOR 310 PROPOSAL

Title: Mayor's Commission on Literacy

Address: City of Philadelphia
City Hall Annex, Room 702
Philadelphia, PA 19107

Director: Marciene S. Mattleman

Phone Number: (215) 686-8652

Amount: \$24,261

Number of Months: 9 months

Abstract:

The City of Philadelphia, in this 310 application, proposed a unique program which furthered the current levels of basic skills and pre-entry level training literacy programs. This effort was led by the recently established citywide Mayor's Commission on Literacy, with the active participation of the city's Local Education Agencies, the Office of Employment and Training, and a broad-based network of other educational, civic, religious, and community organizations. An Executive Director was appointed to the Commission with the advent of the new City administration under Mayor W. Wilson Goode.

Through this consortium of educational institutions, organizations, and agencies already serving adults, a citywide campaign was mounted to recruit and train volunteer tutors and provide training opportunities for illiterate adults through June 30, 1984. This effort used existing resources as well as developed means to solicit additional support from a number of government agencies, foundations, businesses, and like sources. This grant from the Pennsylvania Department of Education used its funds to initiate this campaign. A visual symbol has already been selected for the campaign, a Resource Directory of service providers has been published and an information, referral and technical assistance network has been established for both existing programs and newly emerging centers.

INTRODUCTION

The City of Philadelphia's Special Demonstration Project in Adult Education under Section 310 of the Adult Education Act grew directly out of the recognition by City officials, provider agencies and the entire community that adult literacy skills are essential for survival in the 80's. A 1979 study commissioned by the Pennsylvania Department of Education estimated that 40% of Philadelphians are functionally illiterate. This translates into 520,000 adults in Philadelphia who lack basic reading and language, and other job related skills.

Recognizing the urgency of the problem, and the need for new structures to address it, the Mayor's Commission on Literacy in Philadelphia was created on April 7, 1983. The Commission's membership included representatives of the public and parochial schools, labor, industry, the Free Library and local organizations.

At its inception, the Commission was charged with a number of responsibilities, among them 1) to advise the Mayor on public policies affecting literacy; 2) to promote an awareness of the problem and the need for action; 3) to encourage broad-based support for literacy efforts and develop a public/private partnership and; 4) to serve as a mechanism for the many institutions concerned with adult literacy to work cooperatively to address this problem.

Shortly after the establishment of the Commission, a unique consortium approach was proposed to significantly increase the annual service level in Philadelphia. It became apparent that only by using all possible resources to the maximum extent, could large numbers of new learners be serviced. Furthermore, volunteer participation would be an integral part of the effort.

The Commission proposed to concentrate on the City as a whole, using the particular strengths and resources of many existing agencies. The central project goal was to mount a large scale literacy effort throughout the City which would significantly increase the number of individuals receiving services through volunteer tutor involvement.

The time frame of the project encompassed the time from October 1, 1983 through June 30, 1984. The funding subsidized the salaries of an Executive Director and Administrative Assistant to the Commission. These positions were filled by Dr. Marciene S. Mattleman and Betty Kibler, respectively, and began January 2, 1984.

It is felt that many aspects of this project have broad possibilities for replication. In particular, it is hoped that this report will be a tool for other large urban communities seeking to expand services through a large-scale coordinated campaign using volunteer tutors. At a time when more public attention and resources are being directed towards literacy, this report has applicability for those educational institutions, governmental bodies, provider agencies and community groups which are trying to maximize their resources through a public/private consortium. We hope that this report will be useful to all such parties interested in replicating the model developed in Philadelphia.

A permanent copy of this report will be filed with the Pennsylvania Department of Education, Division of Adult Basic Education, 6th Floor, 333 Market Street, Harrisburg, PA 17126-0333.

DISCUSSION OF OBJECTIVES

Objective One To develop a strategic plan for the Philadelphia literacy effort.

Two major proposals have been developed in response to this objective, a consortium effort of Philadelphia's three local education agencies (Community College, the School District of Philadelphia and Temple University) using Job Training Partnership Act money and a three year funding proposal that was submitted to ten foundations. Each will be discussed below.

A. Local Education Agency Proposal

In an effort to alleviate the problem of functional illiteracy in Philadelphia, the Community College of Philadelphia, the School District of Philadelphia and Temple University established a collaborative effort focusing on adult basic education for Philadelphia residents. These three educational agencies worked collectively in identifying and establishing sites throughout the City, in training a core of teachers, (e.g. including retired teachers, retired employees and others), in identifying adults in need of basic skills, in establishing learning programs with quantifiable goals and objectives, and in providing support activities (e.g., counseling) for participants.

The instruction was directed toward three distinct learning groups:

0-4 Reading level (approximately 420 adults)

5-8 Reading level (approximately 420 adults)

9-12 Reading level (approximately 420 adults)

Instruction for each group included English as a Second Language components for non-and limited speaking Philadelphians. The instruction was self-paced and open-ended to provide continuous enrollment.

Program implementation began in February, 1984 and continued through June, 1984; day and evening instruction was available. Class size depended on the level of the group. Adults at the 5-8 reading and 9-12 reading levels worked in groups of fifteen.

Throughout the project, those coordinating activities for the three LEAs met at least twice each month to ensure integration and implementation of project activities. Responsibility for the project was to be shared by representatives of the Presidents of Community College of Philadelphia and Temple University and a representative of the Superintendent of the School District.

The project got underway in February, 1984 and the total number served up until June, 1984 was approximately 600 students.

B. The Commission's Three-Year Funding Proposal

The Commission's goal is to bring to the level of basic literacy in 1984-1987, 10,000 more adult Philadelphians than would otherwise be served.

Specific objectives include:

1. Creating of an awareness campaign to acquaint the public with the dimensions of the urban literacy problem and to energize new resources.
2. Publicizing and promoting existing service efforts.
3. Developing a coalition of service providers.
4. Developing new learning centers for serving Philadelphia's adults in need of basic skills.

A proposal was written for obtaining a three year plan for a broad based city-wide effort. Since there are more than 50 service providers who pre-date the establishment of the Commission, this campaign will focus its energies first on helping them attain maximum utilization of their resources and then on expanding opportunities for those who cannot be served by existing services.

After placing students and volunteer tutors in existing programs until they reach capacity, the Commission will direct its efforts toward establishing grassroots tutoring centers staffed largely by volunteers in public and parochial schools, YM/WCA's, churches, settlement houses and other neighborhood settings.

It is envisioned that, with increased resources, the Commission will coordinate all adult education opportunities for those in need of basic skills. This will be accomplished by a strong information and referral capacity, sufficient staff for supervising field activities (i.e., approximately 120 centers) so that recruiting, training, technical assistance and monitoring activities will be available for all centers—both those existing now and those that will emerge.

The Commission's plan describes eight types of activities to attain its specific objectives:

1. Recruiting students.
2. Assuring the availability of trained tutors in both existing services and newly located sites.
3. Coordinating information and referral for matching students with tutors and sites.
4. Assisting new learning center sites.
5. Providing on-site in-service training.
6. Cataloguing literacy services available throughout the City.
7. Strengthening and expanding the network of service providers.
8. Monitoring programs and collecting data for evaluation.

The Mayor has agreed to furnish City funds for a portion of this effort: the salaries and benefits of the Executive Director and Administrative Assistant, office materials, supplies and equipment, local travel and meeting costs of the Commission. The Commission already has obtained Commonwealth funds for equipment and for the development of a computerized data base as well as for information and referral services for fiscal year 1985.

Funds for pre-service and in-service training, instructional materials, support of learning center sites, cataloguing of services, data collection, monitoring, technical assistance, materials, evaluation and the producing of a literacy awareness campaign are being sought from external sources.

Objective Two - To secure \$1 million dollars in resources from both direct funds and in-kind contributions.

Since the work of the Commission did not begin until January, 1984 and since a new Administration began in City government at that time, efforts toward fulfilling this objective were impeded. The following is a list of contributions that aided in the work of the Commission to date. The three year Funding Proposal, described above, addresses this objective as well.

. Funding of a Resource Directory	CIGNA
. Printing of Directory Cover	The Philadelphia Inquirer/Daily News
. Prizes for Slogan and Logo Contest	Ukrainian Savings and Loan Association and Helen Schonbrun Associates
. Tutor Tear-off Application	The Philadelphia Daily News
. Loan of an IBM Personal Computer	Entre Computer Centre
. Training on IBM Personal Computer	Robert Rossheim
. Equipment for Showing Slide/Tape Presentation	B. Dalton Bookseller
. Design of a Computerized Data Base	Arthur Andersen Co.
. Grant for Management of a Computerized Data Base	Commonwealth 310 Funds
. Bulletin Notices	Fidelity Bank
. Grant for Personnel for Information Referral Specialist	Office of Employment and Training, City of Philadelphia
. Funding for an Urban Literacy Conference	Rohm and Haas, Philadelphia Electric Company, three local business firms

As noted above, the Mayor's Office is giving substantial support to this effort and will continue to do so. Additionally, the Mayor will use his personal initiative to secure funding for the work of the Commission, as described above (i.e., Three Year Funding Proposal.)

Objective Three To provide staff support for the Mayor's Commission on Literacy.

This objective was achieved initially through the help of the Mayor's Liaison Person for Education (William Haggett) and the Executive Director of the Center for Literacy (Marlyn DeWitt). With the advent of the new City Administration, Mayor W. Wilson Goode appointed Dr. Marciene S. Mattleman as full time staff to the Commission in January, 1984. According to stipulations of the Grant, the individual, who serves as Executive Director for the Commission, must have "expertise in reading and literacy instruction, administrative experience and be familiar with adult education activities...successful strategies and...tutorial models." Screening of candidates took place according to specifications of the proposal and the Mayor, as required, made the final appointment. Additionally, Betty R. Kibler was hired as an Administrative Assistant.

Aside from routine activities (i.e., correspondence, meetings) staff has facilitated the implementation of the following activities during the period of this Grant.

1. Recruitment of tutors was initiated early in January through use of a national 800 hotline number and the Mayor's public service announcement on all three network television stations. The Philadelphia Daily News published a tear-off coupon for volunteers for five consecutive weekdays. More than 2500 persons have contacted the Commission to inquire about tutoring opportunities.

2. Fifteen tutor training workshops have been held in various parts of the City in the day time, evenings, and on weekends. The Commission was a referral source for training sessions of other agencies. All trained tutors receive a certificate signed by the Mayor and/or an agency.

3. Approximately 500 adults in need of basic skills have come to the Commission office to have their reading level evaluated and have been matched with programs or tutors. The Centers for Learning in the City, CLIC, (the joint effort of Community College, the School District and Temple University) have greatly enhanced learning opportunities for adults in the City. During March - June, 600 students entered those

centers in locations throughout the City, bringing the numbers of newly enrolled adults adults beyond 1,000.

4. Twelve groups of volunteers have been organized as an outgrowth of student/tutor matching. Each has a volunteer coordinator.

5. An IBM PC(XT) Computer has been contributed for the period of one year by Entre Computer Center (approximate cost \$6700). This will enhance the capability for more efficient and effective matching of students, tutors, and sites. Funds in the amount of \$22,750 for staff were realized through a grant from the Commonwealth Division of Adult Education. Arthur Andersen and Company has contributed the design for a computerized data base.

6. Coordinating information and referral services for literacy provider agencies in the City is an ongoing, major task of the Commission office. This is handled mostly by telephone with mail back-up. (An example of such an activity is the installation of 1500 advertising cards in SEPTA vehicles mid-August that will carry the Commission telephone number urging adults in need of services to enter a CLIC Program.)

7. A Resource Directory of Adult literacy agencies has been published by the Commission through contributions by CIGNA and The Philadelphia Inquirer/Daily News. (This was the first effort of its kind in the City.) Such information is a necessity for efficient and effective referral.

8. A logo and slogan (Read to Learn) have been selected for identification of the Commission through a contest involving the City's eleven college level art programs. Seventy entrants participated and \$1,000 was contributed by the Ukrainian Savings and Loan Association for prizes. An internship at Helen Schonbrun Associates, an advertising firm, was also awarded.

9. Fifty separate media opportunities (i.e., TV, radio, print) and seventeen speaking engagements have taken place - all geared toward creating public awareness.

10. An eight minute slide/tape presentation was produced with the help of the City Representative's office in order to aid in recruiting tutors, students, and sites. Funds for audio- visual equipment were awarded through a grant from B. Dalton Bookseller (\$785).

11. Assisting the development of new centers, is crucial to the Commission's efforts if more adults are to be served. Eighty-one new centers have made commitments for September, 1984. Additionally, the YMCAs of Philadelphia are all adding literacy centers to their 1985 activities.

12. The Commission applied for non-profit status in January, 1984 and the 501C3 number should be obtained by September.

Planned activities for the future include the celebration of International Literacy Day on September 7 and plans have been confirmed for a proclamation by the Mayor, combined with a reception sponsored in collaboration with the Adult Education Council of Delaware Valley. On September 9 and 10, the Commission will host a National Urban Literacy Conference. Harold W. McGraw, Chairman of the Board of the McGraw Hill Corporation and President/Founder of The Business Council for Effective Literacy, (a new foundation dedicated to alleviating illiteracy), will be the main speaker. Forty-five literacy "experts" from twenty-two major urban areas have been invited. Funding has currently been arranged for hospitality, (e.g. Rohm and Haas, Philadelphia Electric Company.)

EVALUATION

Evaluation of this project has been conducted internally by both the Executive Director and Commission members. Each aspect of the proposal will be evaluated individually.

Goal To mount a major literacy campaign throughout the city which will significantly increase the number of individuals receiving literacy training through increased volunteer involvement in the tutoring of illiterate adults was the major goal of the proposal. This goal has been achieved and there is no question that, with more resources, services and awareness will be increased.

Objectives The proposal listed three objectives in attainment of its major goal—to develop a plan, obtain fiscal resources and acquire staff support.

1. The Commission has developed a strategic plan, for coordinating resources and providing cost-effective service; therefore, the stated objective was achieved.

2. While the stated one million dollars has not been secured, a three year funding proposal has been submitted to ten foundations (see Appendix A) and much other funding has been secured (e.g. from the Office of Employment and Training) in order to provide staff for needed functions. Therefore, this objective was partially achieved.

3. Staff support to the Mayor's Commission began in January, 1984. This objective has been fulfilled.

Administration The screening, hiring and of an Executive Director were carried out in accordance with the stipulations of the Grant as were the financial arrangements.

Procedures Procedures as listed in the proposal were followed to initiate the work of the Commission. All activities, exclusive of field events, took place in the Mayor's Commission on Literacy Office, 702 City Hall Annex. The service level agreed upon by the Commission in developing a funding proposal under the new City administration was

set at enrolling 10,000 new students in adult programs during the three-year period, 1985-87.

The following components, included in the Grant, were realized during the time period, 1/84 to 6/84.

- . Recruitment of students
- . Placement of students (approximately 1,000)
- . Placement of volunteers
- . Training of volunteers (approximately 700 at work)
- . Development of new sites (12)
- . Recruitment of volunteer trainers (6)
- . Recruitment of volunteer coordinators (12)
- . Recruitment of volunteer consultants
- . Acquisition of marketing plans
- . Acquisition of a variety of demonstration curricula
- . Information and referral
- . Initial development of computerized data system for
 1. an ongoing needs assessment
 2. enrollment statistics
 3. demographic information
 4. gauging program impact and effectiveness
 5. matching students, tutors and sites

As more objectives are realized, means for achieving each will be evaluated for decision making and replication.

CONCLUSIONS AND RECOMMENDATIONS

The 310 Grant, funded by the Commonwealth has enabled the Mayor's Commission on Literacy to become operational. When Diane Vines stated in The Sun (Baltimore, May 21, 1984) "What Philadelphia is doing is rather unique," we began to feel that Philadelphia may become a model for urban programs. The start-up money provided by the Commonwealth clearly has made the crucial difference.

With regard to objectives, the following might be concluded.

Conclusions

1. A strategic plan for a citywide largely volunteer literacy effort has been developed reflecting coordination with existing institutions and organizations in providing cost effective services to adults in need of basic skills.

2. In-kind contributions have enabled many activities sponsored by the Commission e.g. promotion, tutor training, data collection, development of a Resource Directory. A major funding proposal is being considered by ten foundations at present and the Mayor's Office is providing ongoing support for current efforts.

3. Staff support has been provided to the Commission through the hiring of an Executive Director and an Administrative Assistant. Additional Staff for information and referral has been realized through additional funding.

Recommendations

1. It would seem that grants for seed money to begin literacy campaigns in cities is a viable use for Commonwealth funding.

2. The appointment of a Commission raises public consciousness to a strong degree so that when projects are implemented, the press, volunteers and other essential aspects of a campaign are ready to function.

3. The consortium approach to providing literacy services is an excellent way to increase services and utilize existing resources. Philadelphia's collaborative effort (e.g. Community College, the School District and Temple University) can be a model for others who wish to develop such a comprehensive effort.

APPENDIX A



CITY OF PHILADELPHIA

W. WILSON GOODE
MAYOR

August 23, 1984

Dr. John Christopher, Chief
Pennsylvania Department of Education
Division of Adult Basic Education
6th Floor
333 Market St.
Harrisburg, PA 17126-0333

Dear Dr. Christopher:

At present I am the sole Chairperson of the Mayor's Commission on Literacy in Philadelphia. Claude Lewis, presently on the editorial board of The Philadelphia Inquirer, has been asked by his employer to resign.

I attest to the accuracy of this report and to the splendid job that Marciene Mattleman, and her very limited staff, have done in carrying through the mandates of the Commission.

Yours truly,

A handwritten signature in cursive script that reads "David A. Horowitz".

David A. Horowitz
Chairperson
Mayor's Commission on Literacy

DAH/lew